



SQL Nexus 2017

1 - 3 MAY IN COPENHAGEN

ADVERTISING & SPONSORSHIP OPPORTUNITIES

www.sqlnexus.com

LEAD GENERATION AND AWARENESS AT SQL NEXUS Copenhagen May 2-3th 2017

SQL NEXUS Conference 2017 sponsorship – Become part of the biggest SQL and BI conference in Denmark

Increase your company's brand loyalty, create awareness about your products, and drive sales by participating as a SQL NEXUS sponsor. The event covers the entire Data Platform stack ranging from Visualization and Analytics Tools such as Excel and Power BI, Database servers such as SQL Server and Azure SQL Database, and connected technologies such as Azure, IoT, Machine Learning, Advanced Analytics, HDInsight, SharePoint, and MS Platform Integration with Open Source and Hybrid solutions. We expect 500 attendees for the conference.

Event information:

SQL Nexus is the biggest SQL and BI event in 2017 in Denmark with focus on technical training and upcoming releases, new features and technological trends. SQL Nexus will be offering 3 days of training with more than 40 sessions, product demo's, networking and other social elements.

Attendees:

The audience at SQL Nexus are expected to be Microsoft customers and partners, divided into the following groups:

- It-professionals - Technical experts, influencers and implementers
- Professional application developers and designers
- Solution architects and testers
- CTO's and Technical managers

Target number of participants: 500+ attendees and 30+ speakers.

The SQL Nexus sponsorship package

The sponsorship package contains a wide choice of tailored and attractive sponsor opportunities. Giving you the choice of package that provides the most value to your business and marketing goals. We will be happy to help you to the best profiling and awareness during the conference. Please note that sponsorships are limited and may be sold out.

Sponsor contract

SQL Nexus is brought to you by Funky Business in collaboration with the local SQL community and Microsoft Denmark. Microsoft Denmark will promote sponsorships, however please note that all sponsorships will be contractual agreements signed with Funky Business. Microsoft Denmark ApS or its affiliates are not party to this agreement between Funky Business and Sponsor.

Please read legal statements at the end of this document where the contract also can to be found.

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Questions to SQL Nexus sponsoring, please contact:

Bettina Due | Microsoft Danmark | Mobile: +45 51578061 | Email: bdue@microsoft.com

To send your signed sponsor contract:

Funky Business | Phone: +45 70234545 | Mobile: +45 23638145 | Email: martin.kronborg@funky.biz

SPONSORSHIP OPPORTUNITIES

EVENT SPONSOR

As event sponsor of SQL Nexus, your company will have premium exposure to all the attendees. Your company logo will be included in all marketing efforts surrounding the Conference. Maximum three Event Sponsors.

Benefits include:

BENEFITS	
Company logo on front page of sqlnexus.com	OK
Company logo and company description (500 characters) on sponsor page of sqlnexus.com	OK
Company logo in opening PowerPoint presentation of all main conference sessions (more than 40 sessions)	OK
Company logo on SQL Nexus decorations	OK
Company logo in SQL Nexus print materials	OK
Company Dias on TrendWall in lobby during main conference - 2 slides	OK
SQL Nexus Welcome Bag Inserts	OK
SQL Nexus 3 days Passes incl. pre-conf (value min dkk 15.000,-)	2

Investment (DKK ex. VAT):

Event sponsor	60.000

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EXPO SPONSOR

As Expo sponsor of SQL Nexus your company will have premium exposure and interaction with all attendees from your booth during the 2 days Main conference. (May 2-3). You will get the opportunity to prioritize the location of your booth in the order of signed up sponsors.

Benefits include:

BENEFITS	
Company logo on sponsor page on sqlnexus.com	OK
Expo Booth (2m x 3m) incl. wireless internet access, café table and two café chairs during main conference	OK
Opportunity to run competitions from Expo Booth	OK
Expo Safari to ensure attendees visiting your booth	OK
Company Dias on TrendWall in lobby during main conference - 1 slide	OK
SQL Nexus Welcome Bag Inserts	OK
Expo staff*	2

*Please note that access to session must be purchased separately.

Investment (DKK ex. VAT):

SQL Nexus Expo Booth	25.000

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EXPO LIGHT

With this sponsorship you will get a café table in the Expo area and you can bring your own roll-up. From here you get the possibility to meet with all attendees during the 2 days Main conference. (May 2-3)

Benefits include:

BENEFITS	
Company logo on sponsor page on sqlnexus.com	OK
Café table in Expo area – possibility to bring your own roll up (maximum 1 roll up standard size)	OK
Opportunity to run competition from café table	OK
SQL Nexus Welcome Bag Inserts	OK
Expo staff*	2

*Please note that access to session must be purchased separately.

Investment (DKK ex. VAT):

SQL Nexus Expo Booth	7.000

ADVERTISING OPPORTUNITIES

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KEY HANGERS

600 Key hangers with company logo/Tag Line.

Handed out to all participants at registration. All participants must wear their name badge visible all three days.



Investment (DKK ex. VAT):

600 Key hangers with company & SQL Nexus logo	15.000

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WELCOME BAG

600 SQL Nexus Bags with company logo/Tag Line/Pictures on one side. The other side will be SQL Nexus logo, main sponsor logo and event sponsor logos.

The Welcome Bag is handed out at registration.

(Bag photo is example only)



Investment (DKK ex. VAT):

600 Conference bags with company & SQL Nexus logo	20.000

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SPONSORED ACTIVITIES

COFFEE BAR:

- A coffee Bar for the 2 days Main conference (May 2-3)
- Your Company offers free delicious coffee for all attendees
- Your branding on Coffee Bar with logo sign on the front
- 1,000 coffee cups with Your logo per Coffee Bar



Investment (DKK ex. VAT):

Sponsor Coffee Bar for 2 days Main Conference	25.000
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SPONSORSHIP CONTRACT

Please complete and return immediately to confirm your sponsorship.

Sponsor Item: _____

Company Contact: _____

Title: _____

Company Name: _____

CVR no : _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____

Email: _____

Web Address: _____

Total Cost of Sponsorship (DKK ex. VAT:

Terms and conditions below. Contract requires signature.

Please return this form to:

Funky Business

Email: martin.kronborg@funky.biz

Authorized Signature:

Date:

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SPONSORSHIP CONTRACT – TERMS AND CONDITIONS

SECTION 1: GENERAL

SQL Nexus is brought to You by Funky Business in collaboration with the local SQL community and Microsoft Denmark. Microsoft Denmark and Funky Business will promote our sponsorships, however please note that all sponsorships will be contractual agreements signed with Funky Business. Microsoft Denmark ApS or its affiliates are not party to this agreement between Funky Business and Sponsor.

In these Terms (as defined below) the following expressions have the following meanings: “Agreement” means the Terms and the Order Form together; “Event” means any SQL Nexus physical event to be held in 2016. This term also refers, for the purposes of this document, to all online advertising campaigns, memberships, newsletter sponsorships and any other form of promotional marketing campaigns conducted; “Order Form” means the application for marketing, event, advertising and promotional services from SQL Nexus together with these Terms; “Organizer” means Funky Business; “Sponsor” means the person, company or other legal entity which has completed the Order Form; “Terms” means these terms and conditions contained on this page.

SECTION 2: APPLICATION FOR SPONSORSHIP

A contract shall be deemed to be made when the Order Form has been received by the Organizer duly completed and signed by the Sponsor and the relevant sections have been completed and signed by the Organizer. The Organizer may at its sole discretion accept applications for sponsorship by purchase order, in writing, by facsimile, by e-mail, by a deposit payment in lieu of written application (on the understanding that these Terms shall apply). The Organizer reserves the right to reject any application.

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SECTION 3: PAYMENT TERMS

- All sums shall be paid in DKK (Danish Kroner) by the Sponsor on the relevant date set out on the Order Form or 30 days from the date of the Organizer’s invoice, whichever is the later.
- Funky Business reserves the right to cancel the Sponsor’s sponsorship in the event that the Sponsor has failed to fulfill any obligations relating to payments.
- In case of non-payment of any sum due from the Sponsor (whether formally demanded or not) or of any other breach or non-observance by the Sponsor of any of these Terms, the Organizer shall have right to terminate this Agreement immediately and without prejudice to the right to recover all sums payable by the Sponsor or to any other right or remedy available to the Organizer.

SECTION 4: CANCELLATION OF SPONSORSHIP OR ANY ELEMENTS OF THE ORDER FORM

Event fees are non-refundable, except in the case of a termination caused by the complete cancellation of an event as set out in Section 5 below.

SECTION 5: CANCELLATION OR CHANGE OF LOCATION OR DATE OF AN EVENT

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The Sponsor shall not have any claim against the Organizer in respect of any consequential damage whatsoever consequent upon an Event failing (for whatever reason) to be held or the Venue being or becoming wholly or partially unavailable for the holding of an Event for whatever reason.

The Organizer reserves the right to change the Venue and or the date of the Event providing always that the Organizer shall give the Sponsor notice of any such change as soon as is reasonably possible. Any such change in venue and or date shall not constitute a breach of contract and shall not give rise to the right to terminate this Agreement. However, should the event be completely cancelled, the Sponsor shall have the right to terminate the Sponsorship with a full refund of any fees paid.

SECTION 6: INSURANCE AND LIMITATION OF LIABILITY

The Sponsor shall fully and effectively indemnify the Organizer and keep the Organizer indemnified and hold the Organizer harmless in respect of all costs, claims, demands, actions, proceedings and losses whatsoever made against or incurred by the Organizer as a result of the Sponsor presenting or advertising any goods or services with Funky Business (whether online or at events) and/or as a result of any loss or injury arising to any person (including members of the public or the Organizer' staff, agents or contractors) or to any property howsoever caused as a result of negligence of the Sponsor, his employees, agents, or contractors.. In any event, the liability of the Sponsor shall not exceed an equal amount paid by the Sponsor under this Agreement.

Save in the case of death or personal injury caused by the negligence of the Organizer, the liability of the Organizer under this Agreement, whether for breach of contract, negligence or otherwise, shall not exceed an amount equal to the total amount to be paid by the Sponsor under the Agreement. The Organizer shall have no liability in respect of loss of profits, revenue, goodwill or custom or any other consequential loss.

SECTION 7: ASSIGNMENT

This Agreement is personal to the Sponsor and the Sponsor shall not be entitled to assign, grant licenses or otherwise deal with the rights and obligations in respect of the whole or any part of this Agreement.

SECTION 8: WAIVER

The failure of the Organizer at any time to enforce any provision of this Agreement shall not affect its right thereafter to require complete performance by the Sponsor nor shall the waiver of any breach of any such provision be taken as or held to be a waiver of any subsequent breach or be a waiver of the provision itself. The Order Form and these Terms together constitute the entire agreement between the Organizer and the Sponsor. Neither the Order Form nor these Terms shall be varied save by written agreement between the Organizer and the Sponsor.

SECTION 9: GOVERNING LAW

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This Agreement is made under and will be construed and enforced in accordance with, and governed by, the Danish Laws without giving effect to principles of conflicts of law. Each Organizer and the Sponsor unconditionally waives all rights to a trial by jury for any dispute arising in connection with this Agreement.

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